

GOING GREEN IN HONG KONG

## The Author

DEPENDING ON WHO YOU ASK, LEADING AN eco-friendly lifestyle is either something very easy, or very difficult, to do. Catherine Touzard, the author of *Going Green in Hong Kong*, belongs in the former camp, but it's those in the latter that her book targets. The idea of putting together the guidebook, which features tips on how to save the planet through simple changes in everyday life, came when she was looking for green solutions for her own lifestyle. After the first edition was published, she became an unofficial green-living consultant in her circle, which led to the second and current edition, which has been tweaked with answers to real reader

questions on everything from Christmas trees to where to find a recycling plant. "I'm just a curious person," Touzard admits. "I'm not a fanatic or an activist, I just want to change people's mindset and instill some new ideas." The self-authored, self-published tome has gathered considerable noise since then: it's been picked up by organisations like HSBC, Aigle and Megaman for corporate distribution, while Touzard herself has been invited to preach her eco-sermons at schools. At just HK\$80 a pop, the book is well worth the cost of investment, especially given the cost to the environment if wasteful practices continue.

*Photography by Terry Tsui*

